



**FOR IMMEDIATE RELEASE**

**NEW STREET REALTY ADVISORS SECURES LONG TERM LEASE FOR  
DELECTICA AT 121 MADISON AVENUE**

**New York, NY – July 6, 2011-** New Street Realty Advisors, LLC is pleased to announce the successful retail lease transaction at 121 Madison Avenue between Delectica and landlord, Stanford Realty Associates.

Delectica has leased the entire north east corner of 30<sup>th</sup> Street and Madison Avenue, encompassing a total of 1,500 sq ft on the ground floor. Delectica has been a popular spot in Murray Hill for many years serving a phenomenal breakfast and lunch. The group is excited to enter into the hot Midtown South/Madison Square corridor for their second Manhattan location and they are really looking forward to take advantage of a great corner location with tremendous foot traffic from nearby offices and hotels.

Joshua W. Gettler and Matthew J. Gorman, Managing Partners of New Street Realty Advisors, acted on behalf of Delectica. Kate Cohen and Jason Pruger represented the landlord.

New Street Realty Advisors, LLC is a New York City based real estate brokerage firm with niche focuses on retail leasing and investment sales.

#####

For additional information, please contact:

Josh Gettler  
Tel: 212-251-0627  
Email: [jgettler@newstretra.com](mailto:jgettler@newstretra.com)

Matthew Gorman  
Tel: 212-251-0626  
Email: [mgorman@newstretra.com](mailto:mgorman@newstretra.com)